



# WHAT'S NEXT BOOMER BUSINESS *Summit*

**FOR IMMEDIATE RELEASE**

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## ***What's Next Boomer Business Summit Announces Joe Mansueto, Morningstar as Keynote Speaker***

*Boomer and Aging Industry's Premier Event brings Lilian Meyers, IBM and Jody Holtzman, AARP as additional keynote speakers*

**Washington, D.C. (January 10, 2017)** – On Thursday, March 23, the *What's Next Boomer Business Summit*, a leading, high-visibility boomer and aging conference, is holding its annual event at the Hyatt Regency Chicago in connection with the *Aging in America Conference*. The summit convenes the country's top businesses and organizations focused on the baby boomer and senior market for unique networking opportunities, deal making, and the exploration of the multigenerational effect that shapes Boomer priorities.

Now in its 14<sup>th</sup> year, the *What's Next Boomer Business Summit* is the nation's leading conference for companies, experts, and thought leaders in the longevity market with opportunities to meet and learn from Fortune 100 companies, leading start-ups, and established nonprofit organizations that are successfully targeting the largest and most lucrative consumer demographic worldwide.

Each year, the *What's Next* audience includes a diverse crowd of 300+ business development and marketing experts from top-tier companies specializing in the boomer, senior, and caregiving market. Participating companies include AARP, UnitedHealthcare, CDW Healthcare, GreatCall, Inc., CareLinx, Keck Medicine of USC, The Business of Aging, Hasbro, Inc., Thrive, Envoy, Signature HealthCARE, The Hartford Center for Mature Market Excellence, It's Never 2 Late, and Work At Home Vintage Experts.

The 2017 summit is centered on the theme of "*The New Economy: Seizing The Longevity Opportunity*," where industry experts and influencers will share:

- Trends that underpin success in the longevity economy
- Business ecosystem knowledge – understanding its structure and navigating it smoothly
- Lead generation and sales approaches – what are best practices of industry leaders?
- Technology innovations – what devices, software, tech-enabled service matter?

Speakers confirmed to discuss industry trends, and provide the most up-to-date boomer and aging metrics include industry experts Joe Mansueto, CEO of **Morningstar**; Lilian Myers, Industry Academy Aging Initiative - Global Co-Leader, **IBM**; Jody Holtzman, Senior Vice President of Market Innovation, **AARP**; Ginna Baik, Senior Care Strategist, **CDW Healthcare**; Ted Fischer, Vice President of Business Development, **Hasbro, Inc.**; Dan Hermann, Senior Managing Director, **Ziegler**; John Hopper, Chief Investment Officer, **Ziegler Link-Age Longevity Fund, LP**; David Inns, CEO, **GreatCall, Inc.**; Nancy

LeaMond, Executive Vice President & Chief Advocacy and Engagement Officer, Communities, States and National Affairs, **AARP**; John Lee, Senior Director of Medicare, **Walgreens**; Justin Lin, Founder/CEO, **Envoy**; James Murphy, Vice President of Medicare & Retirement, **UnitedHealthcare**; and Jodi Olshevski, Executive Director, **The Hartford Center for Mature Market Excellence**.

To register for the 2017 *What's Next Boomer Business Summit*, please visit [www.boomersummit.com](http://www.boomersummit.com). For more information on Mary Furlong and Associates, please visit [www.maryfurlong.com](http://www.maryfurlong.com).

***Mary Furlong & Associates***

*What's Next Boomer Business Summit is made possible by Mary Furlong & Associates, a strategy, business development, marketing, and public relations strategic communications firm headquartered in San Francisco. The firm is uniquely geared to drive new opportunities for clients in the baby boomer and senior markets. Mary Furlong and Associates has secured more than \$130 million for longevity marketplace investments, and more than \$15 million for non-profits.*

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